

FOR IMMEDIATE RELEASE

Montenegro Stars Hotel Group Extends IDEaS Revenue Management System Across All Properties

Montenegro's leading luxury hotel brand adds automation to revenue management with IDEaS RMS

Montenegro – November 10, 2015 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, today announced the Montenegro Stars Hotel Group has extended the market-leading [IDEaS Revenue Management System \(RMS\)](#) to all their properties.

Founded in 2003, The Montenegro Stars Hotel Group includes the best known five-star Hotel Splendid, on the Budva Riviera, along with two other four-star hotels, the region's most luxurious spa resort and a state-of-the-art casino. The Group recognised that their revenue management strategy needed to include stay restrictions and an automated approach to pricing.

IDEaS worked with the Montenegro Stars Hotel Group previously, including the installation of IDEaS RMS at the Hotel Splendid, where the solution integrated with the incumbent property management system software and demonstrated the value of using the market-leading revenue management system to drive better revenue performance.

“From our existing relationship, we identified IDEaS as the best provider of revenue management systems because of its capabilities to increase automation, handle different KPIs for each of our three hotels and could resolve the challenge of selling in different currencies across different channels,” said Milan Colan, Sales Director at Montenegro Stars. “Together with IDEaS, we can build on our success and roll out an improved revenue management approach to our entire estate. Our dedicated IDEaS Client Service Manager has created a close working relationship with hotel managers and we treat IDEaS as a highly valued member of our team.”

The Montenegro Stars Hotel Group also planned to change their property management system (PMS), which meant that IDEaS needed to work with the system to ensure consistency across all the hotels. In doing this, IDEaS created a holistic solution, which provides consistency of strategic approach, easy automation and a robust framework for more informed decision-making across all the sales and reservations channels.

“Working alongside the Montenegro Stars Hotel Group as it expands from its existing and highly successful five-star hotel is an exciting opportunity for IDEaS,” said Fabian Specht, EMEA managing director for IDEaS. “We already work very closely with the Group’s senior management and we wanted to make sure that their flourishing revenue management strategy from their initial property was successfully extended to the newer hotels. We look forward to helping Montenegro Stars leverage our different solutions and integrations and maintain a strong performance throughout its growing hotel portfolio.”

About The Montenegro Stars Hotel Group

The Montenegro Stars Hotel Group, founded in 2003, is a hotel management company that owns and operates three hotels in Montenegro, on the Budva Riviera. It prides itself on being a

Montenegrin company and strives to enhance Montenegro's reputation around the world as an amazingly beautiful destination with a rich history and truly spectacular nature.

During the founding of the business, The Group was a pioneer in many spheres of the hospitality industry, and deems its success a success for Montenegro as well. Its flagship hotel Splendid Conference & SPA Resort 5* opened its doors to guests in 2006 – the same year that Montenegro became an independent state.

About IDeaS

With more than one million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDeaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.